

August 1, 2005

CHFS FOCUS

CHFS Focus Employee Spotlight: Jill Pfankuch, CHFS Worksite Wellness Coordinator

Cabinet for Health and Family Service Worksite Wellness Coordinator Jill Pfankuch is a living testament to the adage "don't judge a book by its cover."

Petite, at not quite 5 feet, 2 inches tall, Pfankuch packs a surprisingly powerful punch. A certified health education specialist and group fitness instructor for almost 15 years, she has taught step aerobics, yoga, kickboxing and BODYPUMP®, a group exercise program using barbells with adjustable weights.



Pfankuch has a bachelor's degree in physical and health education and a master's degree in kinesiology with an emphasis on health promotion, all from the University of Kentucky. Before accepting her current position, she was the physical activity coordinator for the South Carolina Bureau of Community Health Promotion and Chronic Disease Prevention in the state's Division of Obesity Prevention and Control.

She also has been a health educator for the Barren River District Health Department and fitness and wellness manager for The CENTRE, a municipal health and recreation complex in Rolla, Mo.

Pfankuch and husband Joe have been married for just more than two years. Family ranks at the top of her personal priority list, so her philosophy on life in general naturally relates to those special relationships.

"I believe it's important to take care of yourself first," Pfankuch said. "If you take good care of yourself, you'll be much better equipped to help out your friends and family."

As the Cabinet's worksite wellness coordinator, Pfankuch said her goal is to help CHFS employees realize their wellness potential by changing the culture and environment of the workplace to support healthy choices.

"Whether it's healthy eating, physical activity, dealing with stress or trying to quit smoking, the healthy choice should be the easiest choice, so I want to work hard to remove the barriers that keep people from reaching their goals," she said. "I also hope to communicate to CHFS employees that

the wellness program has been created for their benefit and that I am very interested in hearing employees' ideas and suggestions."

Working with different people and the diversity of professional expertise among CHFS employees and learning about the vast range of services and programs administered by the Cabinet are among the aspects of her new job Pfankuch most enjoys.

Pfankuch said she'd like to be remembered for having helped people make a difference in their lives through good health practices, inspiring others to seize opportunities when they come along and to focus on what's most important.

"My father passed away while I was in college, which taught me that life is too short to sweat the small stuff," she said.

In her leisure time, Pfankuch enjoys attending high school football games (her husband is a high school football coach), taking long walks while exploring new places, spending time with family and traveling.

CHFS Focus Program Profile: Office of Health Policy Created

Cabinet for Health and Family Services office will coordinate policy development

A new Office of Health Policy has been created in the health vertical to coordinate health policy initiatives, including Certificate of Need and health insurance.



"Governor Fletcher feels we should approach the health care field with a global view, looking for opportunities for collaboration in different areas and focusing on best practices from the private sector and other states," said Mark D. Birdwhistell, undersecretary for health, who will oversee the new office. "Bringing a unified team together to coordinate policy issues across our health programs will better serve Kentuckians."

Shawn M. Crouch will serve as executive director of the newly created office. The Office of Health Policy will be responsible for coordinating the efforts of various departments that regulate health care to ensure policy is consistent with long-term goals across the commonwealth. The office will include the Division of Certificate of Need

August 1, 2005

CHFS FOCUS

and the Division of Health Policy Planning and Development and will be financed with existing funds.

“Traditionally, health policy planning and research development has been a fragmented process taking place in many different departments throughout the Cabinet,” said Crouch. “This coordinated approach will allow us to work more efficiently across programs and be more readily able to address systemic cost drivers affecting Kentuckians’ health care costs.”

In addition to serving as a coordinating body for the existing health programs within the Cabinet, including CON, Medicaid, Mental Health and Mental Retardation Services and Public Health, the office will be responsible for developing health insurance policy in coordination with the Kentucky Office of Insurance and the Environmental and Public Protection Cabinet. The office will also lead efforts related to policy and benefit design for state employee health insurance in partnership with the Personnel Cabinet.

Secretary invites Frankfort staff to forums

Schedule revised

By Anya Armes Weber

In letters to staff and supervisors, Secretary James W. Holsinger Jr., M.D., has invited Frankfort staff to this week’s Secretary’s Forums.



“I look forward to meeting with you again so we can discuss the things that impact you and our service to Kentucky’s families,” Holsinger wrote in the letter.

Since the letter was distributed, the 3 p.m. Wednesday forum has been cancelled.

The revised forum schedule is as follows:

- **Monday, Aug. 1:** 2-3 p. m. (supervisors)
- **Tuesday, Aug. 2:** 3-4 p. m.
- **Wednesday, Aug. 3:** 10-11 a. m.

The agenda is available at

<http://chfs.ky.gov/olpa/dc/focus/article1.htm>

A video will be available for regional staff and transcripts will be posted online.

August is World Breastfeeding Month

August is World Breastfeeding Month and Governor Ernie Fletcher has proclaimed a month-long observance to focus public awareness on the importance of continuing to breastfeed babies beyond six months of age. The theme for the 2005 breastfeeding month observance is “Breastfeeding and Family Foods: Loving and Healthy.”



Most families around the world choose breastfeeding as their children’s first source of nutrition. Physicians worldwide agree babies need only mother’s milk to fulfill all their nutritional needs until six months of age. Even when babies begin to eat solid foods, they still need the nutrition and health protection found in mother’s milk and most pediatricians recommend breastfeeding children until their first birthday for optimum benefits.

According to Becky Derifield, breastfeeding promotion coordinator with the Women Infant and Children’s Program of the state Department for Public Health, this year’s World Breastfeeding Month theme ties in well with Governor Fletcher’s Get Healthy Kentucky! initiative.

“Evidence shows that initial and sustained breastfeeding reduces the prevalence of children being overweight,” Derifield said. “One of the goals of the governor’s health initiative is to reduce the incidence of childhood overweight and the risk for adult obesity. Breastfeeding is a great way for families to get their children started on the road to good health by giving them the nutritional benefits of breastfeeding that can help them maintain a healthy weight into adulthood.”

The World Health Organization, United Nations Children’s Fund, American Academy of Pediatrics and other U.S. and international health agencies agree breastfeeding offers babies the right mix of food and immunological protection to help them grow and develop normally. The longer mothers breastfeed their babies, the stronger and longer lasting these benefits to baby become.

At around six months of age, babies begin to need more calories and nutrients than breastfeeding alone can provide. At this age, healthy babies are active, able to control their head movements, eat from a spoon and reach out for family members’ food.

August 1, 2005

CHFS FOCUS

According to Dorian Bailey, president of the International Lactation Consultant Association and breastfeeding coordinator for the Lexington-Fayette County Health Department, while starting foods can be a fun experience for baby and parents, breast milk should continue to be a significant component of baby's diet.

"Babies still need the protection from breast milk to defend against infectious diseases and continue to develop and grow at a healthy rate," Bailey said.

Parents with breastfeeding babies should consult their children's health care providers before introducing solid foods. Babies who are exclusively breastfeeding after six months of age will benefit from the addition of milk products such as yogurt or cheese to their diets to ensure they get enough calcium. Commercial baby foods that are properly fortified with vitamins and minerals, offer a convenient and healthy source of food for young children.

Kentucky's observance of World Breastfeeding Month will include local events to raise public awareness of the benefits of breastfeeding for both mother and baby. Among the events already scheduled are a mothers' walk in Western Kentucky and an awards night for breastfeeding families in Hazard.

The Kentucky State Fair in August will feature Rock and Relax, a breastfeeding room in the main exhibit hall for families attending the fair. Workshops also will be offered at various locations across the state to provide information on the benefits of breastfeeding for mom and baby.

Cabinet aims for 40 percent KECC participation

By Anya Armes Weber

Cabinet staff can make a difference in the health and safety of hundreds of thousands of Kentuckians next year just by making a pledge to the Kentucky Employees Charitable Campaign - and Secretary James W. Holsinger Jr., M.D., wants at least 40 percent of employees to participate.



Holsinger and Cabinet KECC coordinator Mike Fields launched the CHFS campaign last week at an agency kickoff in Frankfort.

"We're going to make this campaign fun, but we're going to raise a lot of money," said Fields, undersecretary for Human Services. He promised to give other cabinets a run for their money in fundraising for KECC.

The Cabinet goal is \$275,000, a goal Holsinger said is more than attainable if just 40 percent of staff donates through one-time giving or the easiest method, payroll deduction.

The six KECC partner charities are:

- Christian Appalachian Project
- Community Health Charities
- Easter Seals Kentucky
- Prevent Child Abuse Kentucky
- United Way of Kentucky and
- WHAS Crusade for Children

The United Way includes hundreds of agencies across Kentucky.

"There are so many organizations under the KECC umbrella, you can designate the county and program you choose," Holsinger said. "You can target a particular agency that's near and dear to your heart."

A heart is the symbol for the donation tally display in the Human Resources Building lobby that will gauge the Cabinet's progress toward its goals.

Holsinger also announced a pair of incentives to encourage Frankfort staff to donate:

The CHFS KECC Cup will be given biweekly to the office or department with the highest percentage of participation.

The Unbridled Spirit Award will be given to an exemplary department or office based on percentage of participation, amount of money raised and creativity in raising the money

Individuals in each winning office will be registered for prizes at the end of the campaign, Holsinger said.

Contact your KECC coordinator for more information or to return your pledge card.

To learn more about KECC, log onto www.kecc.org.

August 1, 2005

CHFS FOCUS

CHFS Focus Health Tip of the Week: Make wise purchases and handle fruits and vegetables safely

This week's tip is from another participating 5 A Day state: Rhode Island. Make shopping for 5 A Day easy and economical by following these guidelines from the Rhode Island Department of Health.



Make shopping easy and economical

- **Buy easy-to-use vegetables:** potatoes; carrots; celery; canned corn, green beans and peas.
- **Buy easy-to-use fruits:** apples, bananas, pears, peaches, plums, raisins and prunes.
- **Choose fruits and vegetables that are fresh,** frozen, canned, dried or as 100 percent juice. Choose items without added sugar and salt.
- **Avoid fresh fruits and vegetables that are bruised,** mushy, moldy, shriveled or slimy or smell bad.
- **Handle all produce gently.** Always put them on top of the cart and grocery bag.
- **Buy 100 percent fruit or vegetable juice** instead of soda. Just $\frac{3}{4}$ cup equals one serving.
- **Buy precut vegetables.** This reduces preparation time and offers a ready-to-eat snack. Just $\frac{1}{2}$ cup of cut-up vegetables equals one serving.
- **Stock up on frozen or canned vegetables.** They will be there when you need them. Quick and easy!
- **Remember beans and peas are vegetables!** They can be bought dried or in a can already cooked. Kidney, black, garbanzo, cannellini and fava beans can be easily added to salads, soups, stews and casseroles. They are **chock** full of vitamins, minerals and fiber.
- **For fun, try a new fruit or vegetable every few weeks.** For example, clementines are seedless and easy to peel. They look like an orange, but are usually sweeter.
- **Ask your grocery store produce manager for information** on choosing good produce and proper storage and handling. They may even have recipes!
- **Visit the Web site of the Produce Marketing Association** (<http://www.pma.com/>) for more information on purchasing, storing and handling fruits and vegetables. When your goal is to put more fruits and vegetables into your and your family's diet, perhaps the best advice to follow is to buy produce that fits into your budget, is easy to prepare and that people in your household like. These may include:

- potatoes (easy to bake, boil or mash and work well with many toppings and added ingredients like cheese, bacon bits and steamed veggies);
- tomatoes (add taste and color, use sliced as a side dish or add any type of canned tomatoes to soups, stews or sauces);
- carrots (go well with just about any meal and can be eaten raw as a snack);
- apples (a crunchy, sweet snack and a healthy dessert when baked in pies or alone); and
- frozen vegetables (so many to choose from and easy to prepare).

Practice food safety when handling fruits and vegetables

It is important to follow food safety rules when handling fresh fruits and vegetables. The United States Food and Drug Administration offers the following tips for handling your fresh fruits and vegetables.

- **Wash hands** with warm water and soap for at least 20 seconds before and after handling food, especially fresh whole fruits and vegetables and raw meat, poultry and fish. Clean under fingernails, too.
- **Rinse raw produce in warm water.** Don't use soap. If necessary - and appropriate - use a small scrub brush to remove surface dirt.
- **Use smooth, durable, nonabsorbent cutting boards** that can be easily cleaned and sanitized.
- **Wash cutting boards** with hot water, soap and a scrub brush to remove food particles. After washing, sanitize cutting boards by putting them through the automatic dishwasher or rinsing them in a solution of 1 teaspoon chlorine bleach to 1 quart water. Always wash boards and knives after cutting raw meat, poultry or seafood and before cutting another food to prevent cross-contamination.
- **Store cut, peeled and broken-apart fruits and vegetables** (such as melon balls) at 40 degrees Fahrenheit or colder - that is, in the refrigerator.
- **People whose immune systems may be compromised** (for example, the very young or very old, those with chronic diseases or persons taking certain medicines) should stick with pasteurized juices and cider. Pasteurization kills harmful bacteria commonly found in food.
- **When buying from a salad bar** avoid fruits and vegetables that look brownish, slimy or dried out. These are signs that the product has been held at an improper temperature.

This and more information can be found at <http://www.fda.gov/>.

August 1, 2005

CHFS FOCUS

Meeting tomorrow to discuss Kentucky College of Public Health's accreditation and degree programs

If you're interested in learning about the University of Kentucky College of Public Health's recent full accreditation and its degree programs, you're invited to attend an informational meeting at 11:30 a.m. on Tuesday, Aug. 2, in the Secretary's Conference Room (5th floor of the CHR Building).

Dean Stephen Wyatt and Assistant Dean John Wiggs will be discussing the college and its degree programs, including the Dr.P.H., M.P.H. and Ph.D. in gerontology. Included in the discussion will be an opportunity to gauge interest in class offerings in Frankfort.

Kentucky Deferred Compensation Authority – Annual investment and education expo is Sept. 13

On Sept. 13 the Kentucky Deferred Compensation Authority will conduct its annual investment and education expo at the Frankfort Civic Center from 9 a.m.-4 p.m.

The theme of this year's one-day event is "Retirement Readiness." There will be three 45-minute programs from which employees may choose, as well as an option to visit with authority, Nationwide Retirement Solutions marketing staff and the mutual fund representative.

Interested employees should get a supervisor's approval before attending the expo. Employees attending the expo will be given two hours of paid leave as well as reasonable travel time.

For more information, contact the Kentucky Deferred Compensation Authority at (502) 573-7925 or (800) 542-2667.

Employee Enrichment

By Anya Armes Weber



Employee Enrichment is a weekly feature for CHFS staff. These tips for making work better focus on team building, customer service and personal development.

If you are under constant pressure to work harder, dealing with change or facing approaching deadlines or new responsibilities, your emotions can make it more difficult to adapt quickly and find solutions to problems.

Consultant Monika Jensen of the Aviary Group, a communications and organizational development agency in Ontario, Canada, says dealing with emotions can improve performance, but ignoring emotions can breed major conflicts and interpersonal rifts that bring performance to a halt.

Being "all business" doesn't mean you should ignore your emotions. Jensen says to cope with stress in a healthy way, you should:

- recognize sources of emotions in the workplace;
- recognize when emotions are getting in the way;
- acknowledge emotions rather than sweep them under the rug;
- remain calm and objective in the face of strong emotions; and
- recover quickly and help others do the same.

Emotions in the workplace are threatening for many people, but they are all but impossible to avoid. Jensen says emotions can be clues to important information. Learning to be sensitive to this "emotion information" is difficult, but the increased awareness could give you a significant advantage in knowing how to approach staff and co-workers when problems arise.